

## INFORMATION REPORT INFORMATION REPORT

## CENTRAL INTELLIGENCE AGENCY

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1. There are 25 retain outlets in Bucharest which sell the "Serenada" type radio set. The Electrotechnica store on Boulevard Magheru, which was opened on 31 July 1954, appears to be the main display and retail store. Electrotechnica recently advertised in a local paper, Informatia Bucurestiului, soliciting mail orders for radio sets. More than 100 sets of the "Serenada" type reportedly are sold in that store every day.
2. The "Serenada" set was put on sale on 8 June 1955. Each set has a tag bearing a production number and a date. If the production number is significant, about 50,000 sets were produced between 8 June and 1 July 1955.
3. The new radio set EM 552A is now on display in Bucharest. This set is called the "El Magnetica" and costs 1,850 lei. To date, this set can be purchased only by placing an order through the Commercial Section of the People's Council of the Raion in which the prospective purchaser lives.
4. Another new radio, the "Doina" is also now on display. This set was first advertised in October 1955, as being described as a battery set, with three wave bands and four tubes, for rural areas which have not been electrified. The "Doina" is produced by Radio Popular Factory.
5. Until March 1954, there was little radio production in Rumania. At that time, the Radio Popular Factory announced that it had started production of a new type radio set, the S531 B with four tubes and long and medium wave length bands. It was estimated that 2,000 of these sets would be produced in March of that year.
6. In June 1954, the Radio Popular Factory started production, using Soviet methods, of the S513 A, a set with four tubes and three wave length bands. It was also announced in June that Radio Popular would continued production of the "Pionier" radio set, with four tubes and

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(Note: Washington distribution indicated by "X"; Field distribution by "#")

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two wave bands; that production had started on the S543 A set, called the "Bucuresti" model, with four tubes and two wave bands; and, that the "Orion", with the magic eye, would go into production by the end of the year.

7. By September 1954, Electromagnetic Factory had produced 450 sets of the EM 541 type and had pledged 27,000 by the end of the year. In November, Electromagnetica Factory started production of a new midget receiving set, the EM 543, with three tubes and two wave bands and Radio Popular Factory started distribution of a new set, the "Carpati", with three tubes and two wave bands. The Radio Popular Factory also started series production of a new radio set, the "Simfonia", with five tubes and three bands.
8. At this time, it was also announced that a new type of radio, the "Dunarea" would soon be distributed. Also, that a new set with eight tubes, two loud speakers, magic eye and record pick-up attachment would go into production in January 1955. By September 1955, a new set, the "Bucegi", manufactured by Radio Popular Factory, was on sale. It was described as having four tubes and a long and medium wave band. In October 1955, Radio Popular was reportedly producing a new battery set, the "Olt", which is similar to the "Doina".
9. Radio production did not really get underway until sometime in the summer of 1954, and since that time it has been steadily increasing. It is estimated that the majority of the sets produced, between 60 percent and 70 percent, are of the two band type incapable of short wave reception. This trend may be reversed if production is continued on the "Serenada" and the "El Magnetica" models. It appears, however, that there is only limited production of any particular type of set, perhaps 50,000 to 70,000, and then production is shifted to another type.

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